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Patti Niespell
Patti Niespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Commissioner for Patents
P.O. Box 1450
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POWER OF ATTORNEY

Applicant hereby appoints the practitioners associated with Customer Number 27832 with full power of substitution and revocation, to prosecute the following applications and all future applications listed on Exhibit A, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Letters Patent.

Please direct all correspondence to the address associated with Customer Number 27832.

Please direct all telephone calls to:

Craig Hallacher at (215) 766-2100.

I am the assignee of record of the entire interest for each matter listed on Exhibit A.

Executed this 13th day of OCTOBER, 2004.

Guy R. Friddell III
Guy R. Friddell III
Prime Research Alliance E, Inc.

Power of Attorney Exhibit A

| <i>Patent/ Application Number</i> | <i>Docket Number</i> | <i>Title</i> |
|---|--------------------------|---|
| US 6,216,129 | T707-00 | Advertisement Selection System Supporting Discretionary Target Market Characteristics |
| US 6,298,348 | T706-00 | Consumer Profiling System |
| US 6,324,519 | T709-00 | Advertisement Auction System |
| US 6,457,010 | T703-00 | Client-Server Based Subscriber Characterization System |
| US 6,560,578 | T707-11 | Advertisement Selection System Supporting Discretionary Target Market Characteristics |
| US 6,615,039 | T711-02 | Advertisement Subgroups for Digital Streams |
| US 6,684,194 | T705-01 | Subscriber Identification System |
| US 6,704,930 | T708-02 | Advertisement Insertion Techniques for Digital Video Streams |
| US 6,714,917 | T705-02 | Subscriber Identification Based On Electronic Program Guide Data |
| 09/204,888 | T702-00 | Subscriber Characterization System |
| 09/205,119 | T704-00 | Advertisement Monitoring System |
| 09/516,983 | T702-02 | Subscriber Characterization System With Filters |
| 09/553,637 | T708-01 | Advertising Management System For Digital Video Streams |
| 09/568,084 | T711-01 | Advertisement Subgroups For Digital Video Streams |
| 09/591,577 | T702-03 | Privacy-Protected Advertising System |
| 09/635,539 | T711-03 | Delivering Targeted Advertisements In Cable-Based Networks |
| 09/635,542 | T719-00 | Grouping Subscribers Based On Demographic Data |
| 09/635,544 | T720-00 | Transporting Ad Characterization Vectors |

Power of Attorney Exhibit A

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|------------|---------|--|
| 09/658,204 | T723-00 | Targeted Advertising Through Electronic Program Guide |
| 09/660,301 | T722-00 | Viewership Reporting For Switched Digital Video Networks |
| 09/680,622 | T728-10 | Method And System For Addressable And Program Independent Advertising During Recorded Programs |
| 09/694,848 | T712-10 | Method And Apparatus For Inserting Digital Media Advertisements Into Statistical Multiplexed Streams |
| 09/712,790 | T721-10 | Queue Based Advertisement Scheduling And Sales |
| 09/742,507 | T732-10 | User-Friendly Electronic Program Guide Based On Subscriber Characterizations |
| 09/742,527 | T721-14 | System And Method For Automatically Managing Avail Inventory Data And Avail Pricing |
| 09/742,534 | T721-18 | Queue-Based Head-End Advertisement Scheduling Method And Apparatus |
| 09/742,852 | T721-19 | System For Rescheduling And Inserting Advertisements |
| 09/748,942 | T721-15 | Advertisement Distribution System For Distributing Targeted Advertisements In Television Systems |
| 09/748,943 | T721-17 | Delivering Targeted Advertisements To The Set-Top-Box |
| 09/748,949 | T721-13 | Advertisement Filtering And Storage For Targeted Advertisement Systems |
| 09/749,255 | T727-10 | Scheduling And Presenting IPG Ads In Conjunction With Programming Ads In A Television Environment |
| 09/750,800 | T721-20 | System And Method For Delivering Targeted Advertisements Using Multiple Presentation Streams |
| 09/750,812 | T733-10 | Grouping Advertisement Sub Avails |
| 09/751,349 | T730-10 | Inserting Local Signals During MPEG Channel Changes |
| 09/766,004 | T721-21 | System And Method For Delivering Statistically Scheduled Advertisements |
| 09/796,339 | T715-10 | Privacy-Protected Targeting System |
| 09/807,887 | T706-11 | Consumer Profiling And Advertisement Selection System |
| 09/824,434 | T721-22 | Grouping Of Advertisements On An Advertising Channel In A Targeted Advertisement System |

Power of Attorney Exhibit A

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|------------|---------|--|
| 09/857,160 | T705-13 | Subscriber Identification System |
| 09/857,256 | T702-15 | Subscriber Characterization And Advertisement Monitoring System |
| 09/857,257 | T709-12 | Advertisement Auction System |
| 09/928,024 | T741-10 | Targeting Ads To Subscribers Based On Privacy-Protected Subscriber Profiles |
| 09/998,979 | T734-10 | Profiling And Identification Of Television Viewers |
| 10/006,874 | T738-10 | Alternative Advertising In Prerecorded Media |
| 10/031,142 | T711-14 | Advertisement Subgroups For Digital Video Streams |
| 10/031,268 | T708-13 | Advertising Management System For Digital Video Streams |
| 10/049,246 | T712-11 | Method And Apparatus For Inserting Digital Media Advertisements Into Statistical Multiplexed Streams |
| 10/068,771 | T742-10 | Targeted Advertising In On Demand Programming |
| 10/116,669 | T740-10 | Subscriber Selected Advertisement Display And Scheduling |
| 10/116,692 | T738-30 | Behavioral Targeted Advertising |
| 10/116,694 | T738-20 | Universal Ad Queue |
| 10/229,784 | T707-13 | Consumer Profiling |
| 10/229783 | T707-12 | Advertisement Selection System Supporting Discretionary Target Market Characteristics |
| 10/759,620 | T708-14 | Advertisement Management System For Digital Video Streams |
| 09/635,252 | T702-04 | Subscriber characterization based on electronic program guide data |
| 09/516,314 | T704-01 | Advertisement monitoring and feedback system |
| 09/591,468 | T709-01 | Advertising pricing and auctioning system based on real-time viewing statistics |
| 09/731,605 | T721-11 | Method and system for addressing targeted advertisements using detection of operational status of display device |

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|------------|---------|--|
| 09/731,606 | T721-12 | System for providing targeted advertisements using advertiser-specific target groups |
| 09/742,506 | T721-16 | Internet-based electronic program guide advertisement insertion method and apparatus |
| 09/660,539 | T724-00 | Tracking effectiveness of advertisements based on individual subscriber activities |
| 09/696,878 | T729-10 | Measuring Advertisement Effectiveness Based on Subscriber Service Area |
| 09/721,532 | T731-10 | Television Channel Monitoring System |